



Just Drive

DELIVER DISTRACTION-FREE



U.S. Department
of Transportation

**Federal Motor
Carrier Safety
Administration**



TREDs

TRAINING, RESEARCH AND EDUCATION
FOR DRIVING SAFETY



Funding for this program is provided by a Cooperative Agreement from the
Federal Motor Carrier Safety Administration.
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Scan with QR Reader or Camera Function



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// Today's Topics



- Scope of the Problem
- Risks and Consequences
- Laws and Regulations
- Strategies to Reduce Distracted Driving
- Fatigue/Drowsy Driving

Scope of the Problem



// Distracted Driving



Anything that takes your attention away from the task of safe driving



Let's Take a Poll

What do you think is the most serious distraction while driving?

// Distracted Driving



Computers
Social Media
Texting
Maps
Controls
Email
Video
ELD
Log Book
GPS
Audiobooks
Dash
Radio
Pets
Games
Talking
CB
Radio
Maps
Controls
Passengers
Smoking
Drinking
Eating



Cell Phones & Electronic Devices





I use my phone for...





Caught on Camera



// In the News



- Driver **watching football game on cell phone** crashes into a motorcycle
 - **Charge: felony homicide**
- Driver kills 3 while **talking to his wife via headset**
 - **Charges: 3 counts of reckless homicide**
- Driver **checking text messages** crashes into 10 vehicles; kills three and injures 15
 - **Awards: \$24.7 million**

// The Problem



Phones are getting “smarter”

More people are using them

**We can't put them down...
...even while driving!**





Phones are Getting Smarter



1983: First mobile telephone
- Motorola DynaTAC 8000X

1992: First text message sent

2002: First camera phone

2007: First iPhone released


2019: 5G networks introduced





More People are Using Phones



	
2000	
Population	282,160,000
Cell phone subscriptions	109,000,000
% of population	39%



Let's Take a Poll

**How many cell phones
do you have?**



Truck Drivers & Cell Phones



In 2019, over 95%
owned a smartphone



// **Anyone not have a cell phone?**



// Cell Phone Use



60%

Talked handheld

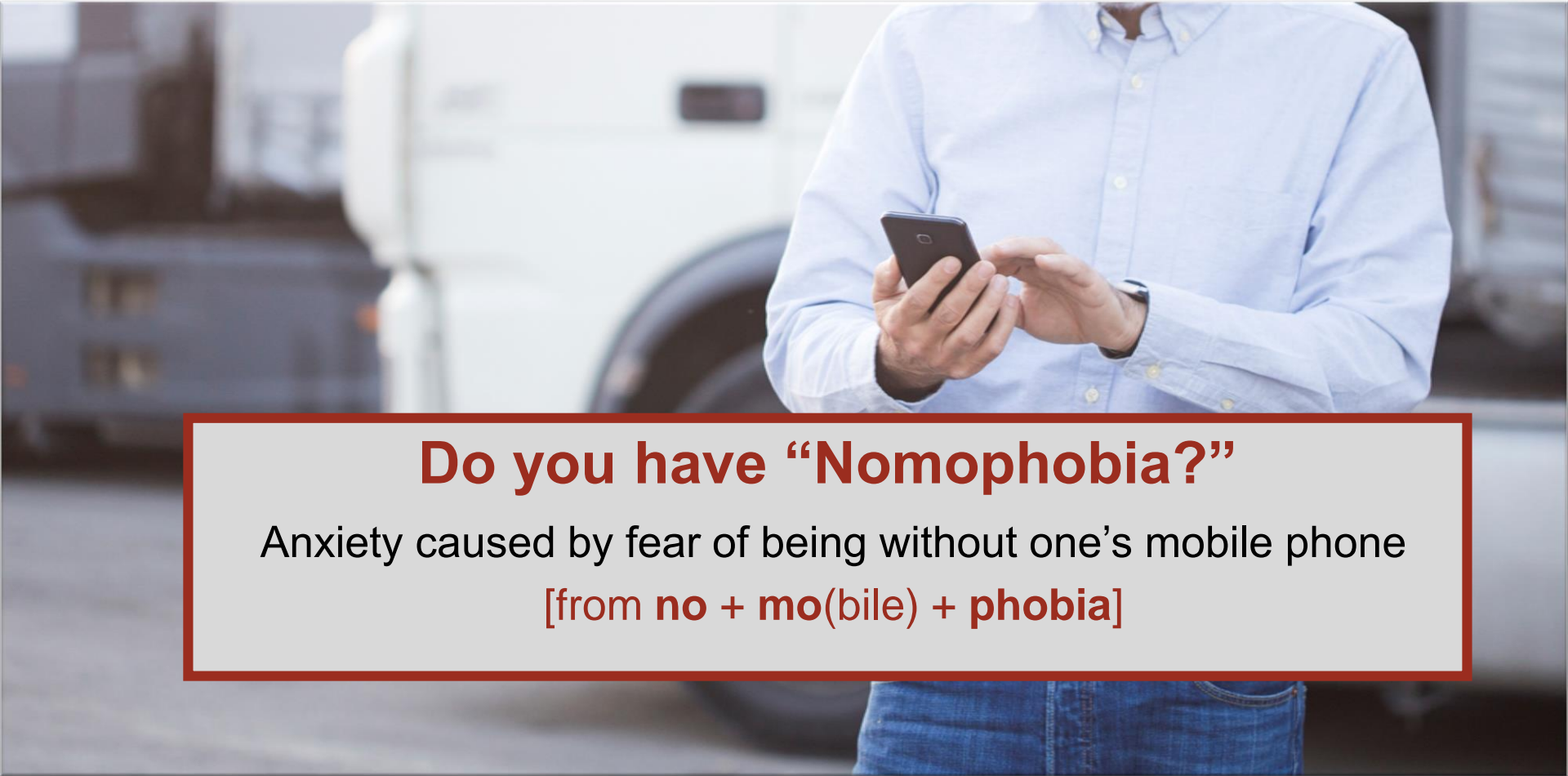
39%

Sent a text





We Can't Put Them Down



Do you have “Nomophobia?”

Anxiety caused by fear of being without one's mobile phone

[from **no** + **mo**(bile) + **phobia**]





Nomophobia



Affects **66%** of us

Warning signs include:

- Always leaving phone on
- Obsessively checking phone
- Constantly topping off battery
- Taking phone into bathroom





Sound familiar?



Let's Take a Poll

**How long would you drive
to retrieve your cell
phone?**



**Why don't
we put our
phones
down?**

What apps
are most
distracting?





Most Severe Distractions



1st

- Social Media
- Web Browsing

2nd

- Watching Videos
- FaceTime





No Second Chances





Smartwatches



Requires use of two hands

Reaction time to hazards is longer than cell phone

Handheld vs. hands-free varies among states





Other Distractions





[@MackTrucks](#)
[@MackTrucks](#)

Replying to [@MackTrucks](#)

What ever happened to just DRIVING when you're behind the wheel?

3:36 PM · Jul 29, 2020 · [Twitter for Android](#)

Risks & Consequences

A red semi-truck is driving on a two-lane road towards the viewer. The scene is set at sunset or sunrise, with a warm orange glow in the sky and on the truck. The background shows a desert landscape with mountains in the distance. A large, semi-transparent orange geometric shape, consisting of two overlapping triangles, is overlaid on the image, framing the truck and the text. The text "Risks & Consequences" is written in a bold, white, sans-serif font, centered over the truck's trailer.



CMV Enforcement



Michael Poffenberger

CHP Commercial Enforcement Officer

// Distracted Driving



*Distraction is **second** most
common driver-related factor
in **fatal collisions** for large
truck drivers*

// Large Truck & Bus Fatal Crashes

From 2009 to 2018,
fatal crashes
increased by
45%





Large Truck Crash Fatalities



67%

Passenger
Vehicle
Occupants



16%

Large
Truck
Occupants



15%

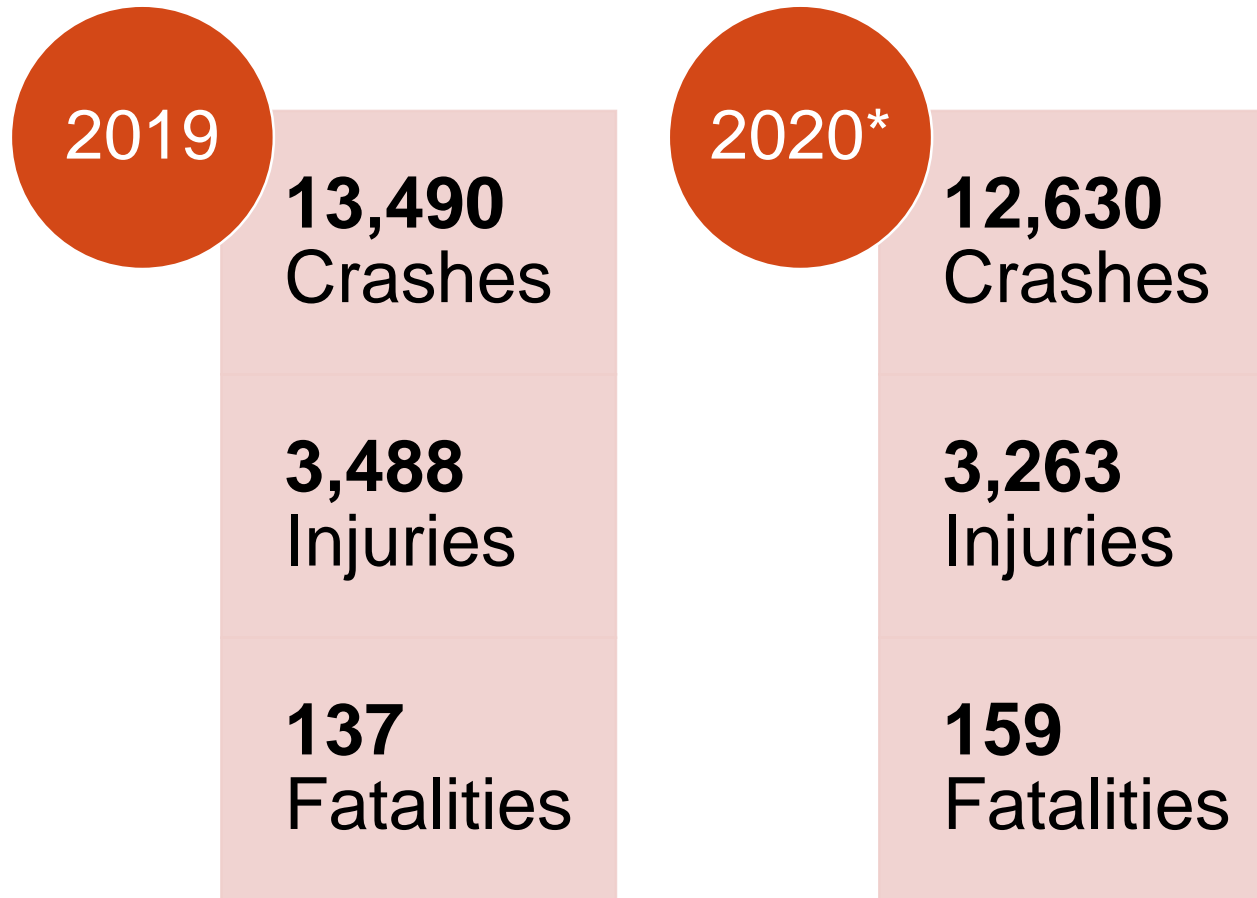
Motorcyclists
Pedestrians
Bicyclists



North Carolina



CMV-Involved Crash Statistics



**2020 statistics as of 11/30/2020*



Car-Truck Collisions



Truck drivers are not the cause of most crashes due to:

- More driving experience
- Use of safety procedures
- Having more rules and regulations
- Fewer trucks on the road

Driver at fault:

10%
Both

23%

Truck

77%

Passenger
Vehicle



Dispatching Devices



Crashes or near crashes



Nearly 10x more likely when a driver is using a **dispatching device**



Distracting Task and Risk



Writing
nearly 9x
crash risk



Map reading
7x
crash risk



Types of Distraction





Three Types of Distraction



Visual

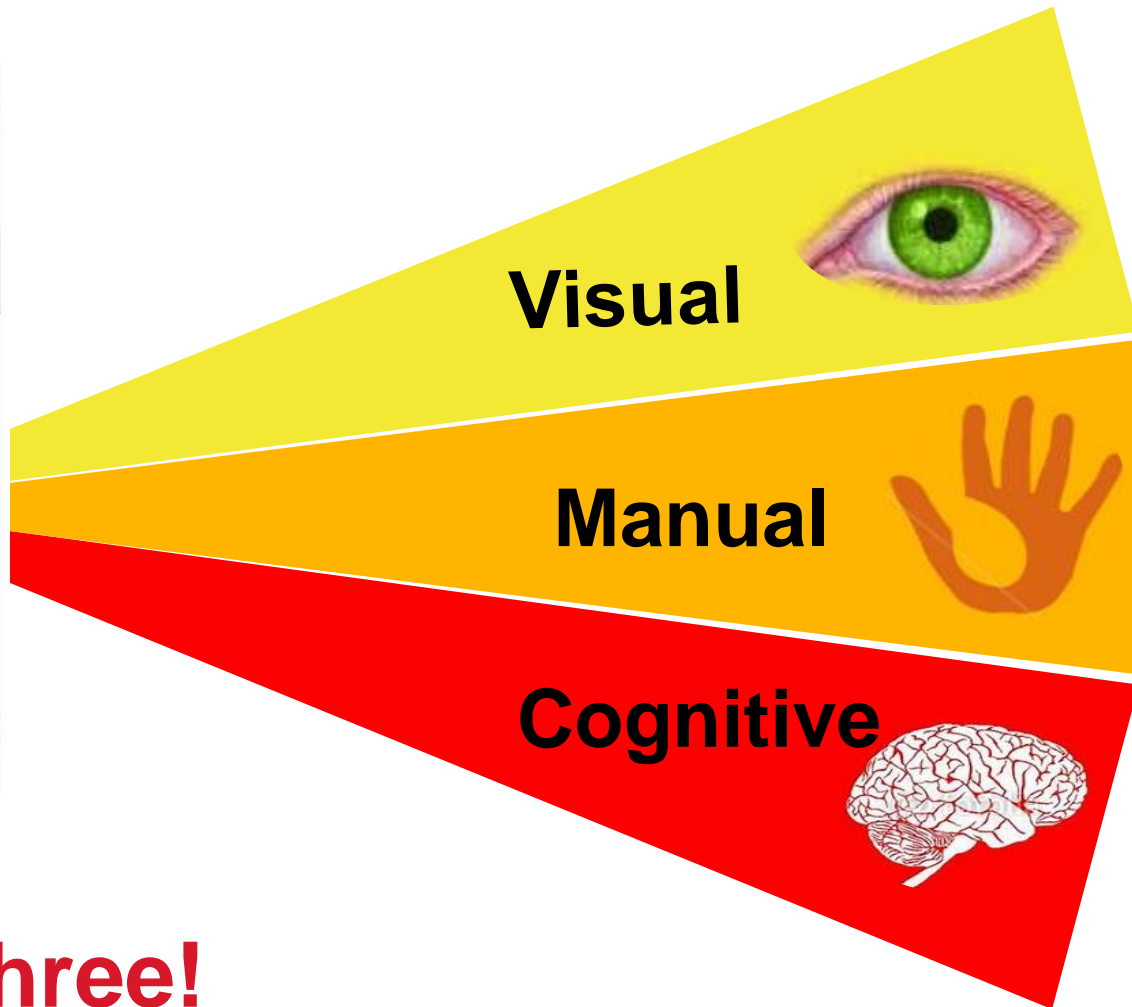




Three Types of Distraction



**Texting
involves all three!**





Cognitive Distraction



- Your brain cannot perform two thinking tasks at same time
- It switches quickly between tasks

**Attention to driving becomes
secondary to phone
conversation**





Let's Multi-task



Say:

- Alphabet **A-K**, then
- Numbers **1-11**

Now alternate...

A-1, B-2...



// Tunnel Vision



Driver not on cell phone



Driver talking hands-free

Drivers talking on
cell phones
look at,
but fail to see,
up to 50 percent
of their
surroundings





Inattention Blindness



While driving and using a cell phone have you ever missed...

- Turn or off ramp
- Stop sign or red light
- Brake lights in front of you
- Pedestrians or bicyclists
- Object in the road
- Arrived at destination with no recollection of trip

You look, but you don't see



Distraction Hangover



Cognitive distraction
continues after receiving
a call or text

Brain remains distracted
up to **20-25 seconds**



// Texting Challenge



1. With phone in hand, turned on
2. At sound of horn, pull up contact
3. Text message **“Be there in 10”**
4. Say “DONE” when ready to SEND



“Be There in 10”



Average text = 4.6 seconds
@55mph = longer than a football field





4.6 Seconds





In a Matter of Seconds



OBTAINED BY CBS13



BIG RIG PILE-UP
SACRAMENTO



#abc7eyewitness

Test Your Knowledge



// Is Risk the Same?



Talking to co-driver



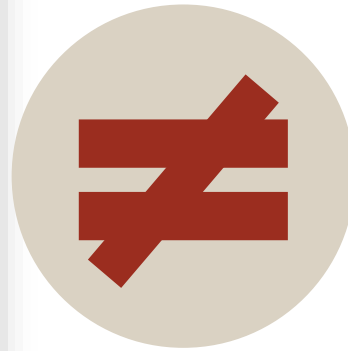
Talking on cell phone



Let's Take a Poll

**Does talking to a co-driver
pose the same risk as
talking on a cell phone?**

// Is Risk the Same?



Talking to co-driver

Talking on cell phone

No, due to “Shared Awareness”



Is Hands-free Safer?



Talking Hands-free



Talking Handheld





Hands-free safer than handheld?

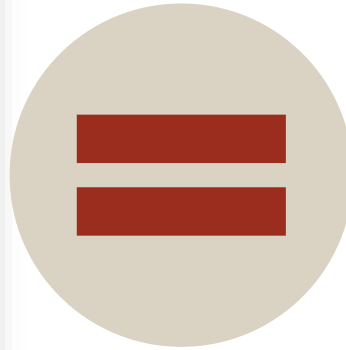




Is Hands-free Safer?



Talking Hands-free



Talking Handheld

No, both have up to 4x crash risk



**Who Takes Longer to
React?**



Who Takes Longer to React?



Driver with a **.08 BAC**

Let's Take a Poll

Who takes longer to react...

A. driver with .08 BAC

B. driver on cell phone

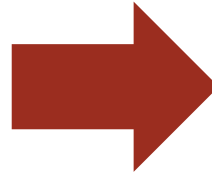
**Drivers talking on cell phones
have longer reaction times**

// Texting

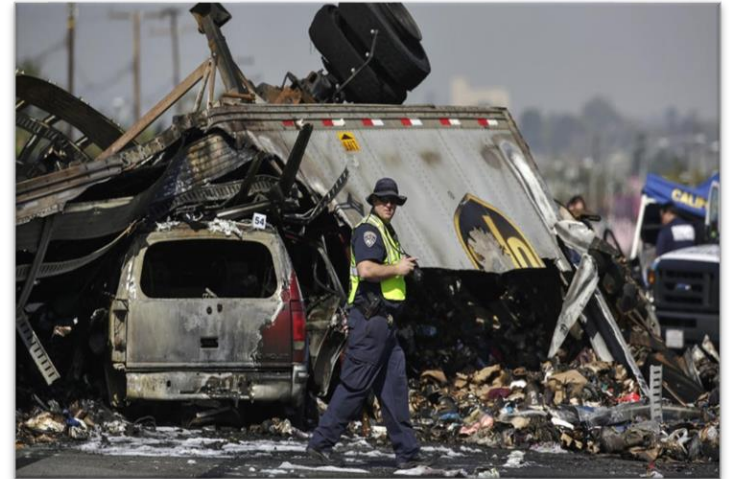


that is so funny...LOL

Send



Is it still LOL ? 😂



Crash risk up to 23x

Voice-to-text is more distracting
than typing texts by hand

Laws & Regulations





True or False?

**Under federal rules,
commercial vehicle drivers can
use handheld
cell phone while driving**

FALSE!



§392.82 CFR Handheld phone use is banned

§392.80 CFR Texting is banned





True or False?

**CMV drivers may talk on
phone while driving if using
hands-free device**

// **TRUE!**



Talking hands-free legal



A wide-angle photograph of a two-lane asphalt road stretching into the distance under a dramatic sunset sky. The road is flanked by a dry, desert landscape with sparse vegetation and distant mountains. The sky is filled with clouds, illuminated by the low sun, creating a warm, golden glow. The overall scene is serene and expansive.

True or False?

**Legal to hold a phone when
using map or GPS functions
while driving**

FALSE!



§ 20-137.4A

NC General Statute

Illegal to **hold and operate** handheld
electronic communications devices
while driving



Up to

\$2,750

for **drivers** cited for using
handheld phone






Up to

\$11,000

for **employers** who allow or
require drivers to use
handheld phones



// Multiple Offenses



Violation of hands-free or texting laws in 3-year period:

- **Second violation**
 - minimum 60 days suspension
- **Third and subsequent violations**
 - minimum 120 days suspension



Collision Reporting – DMV 349



DMV-349 (Rev. 4/2018)

THIS REPORT IS FOR THE USE OF THE DIVISION OF MOTOR VEHICLES. THE DATA IS COLLECTED FOR STATISTICAL ANALYSIS AND SUBSEQUENT HIGHWAY SAFETY PROGRAMMING. DETERMINATIONS OF "FAULT" ARE THE RESPONSIBILITY OF INSURERS OR OF THE STATE'S COURTS.

Do not write in these spaces

Date Received by DMV

No. of Units Involved Form ___ of ___ ☐ Supplemental Report ☐ Non-Reportable

1 Date mm/dd/ccyy County Time 23:00 Local/Patrol Area

2 L O C A T I O N Relation to Roadway Surface ___ Crash occurred ☐ In Near ___ Munic

3 On ___ (Highway Number, or Highway, Street ramp or service road, indicate on line)

At or from ___ (Use Highway Number, Street Name or Adjacent County or State L

Unit # ☐ Vehicle ☐ Pedestrian ☐ Hit & Run

4 Driver First Middle Last

5 Address City State

Same Address on Driver's License? ☐ Yes ☐ No Driver's Phone H() W() Numbers

6 D.L. # CDL License ☐ D.L. Class

DOB (mm/dd/ccyy) 34 Vision Obstruction 35 Physical Condition

7 37 Alcohol/ Drugs Suspected 38 Alcohol/ Drugs Test 39 Results (If known)

Owner Same as Driver? ☐

Address Same Address as Driver? ☐

City State Zip City State Zip

Distraction Includes:

- Electronic communication device (cell phone, texting, etc.)
- Other electronic device (navigation device, DVD player, etc.)
- Other inside the vehicle
- External distraction (outside the vehicle)

// The Truth Will Come Out



- GPS locations
- Text messages
- Call logs
- Web browser use
- Photo metadata
- Open-source data





Consequences



CRIMINAL?





A Lifetime of Regret



// Personal Liability



Punitive damages can be assessed
against drivers **personally**
to punish for improper behavior

Regardless of company liability

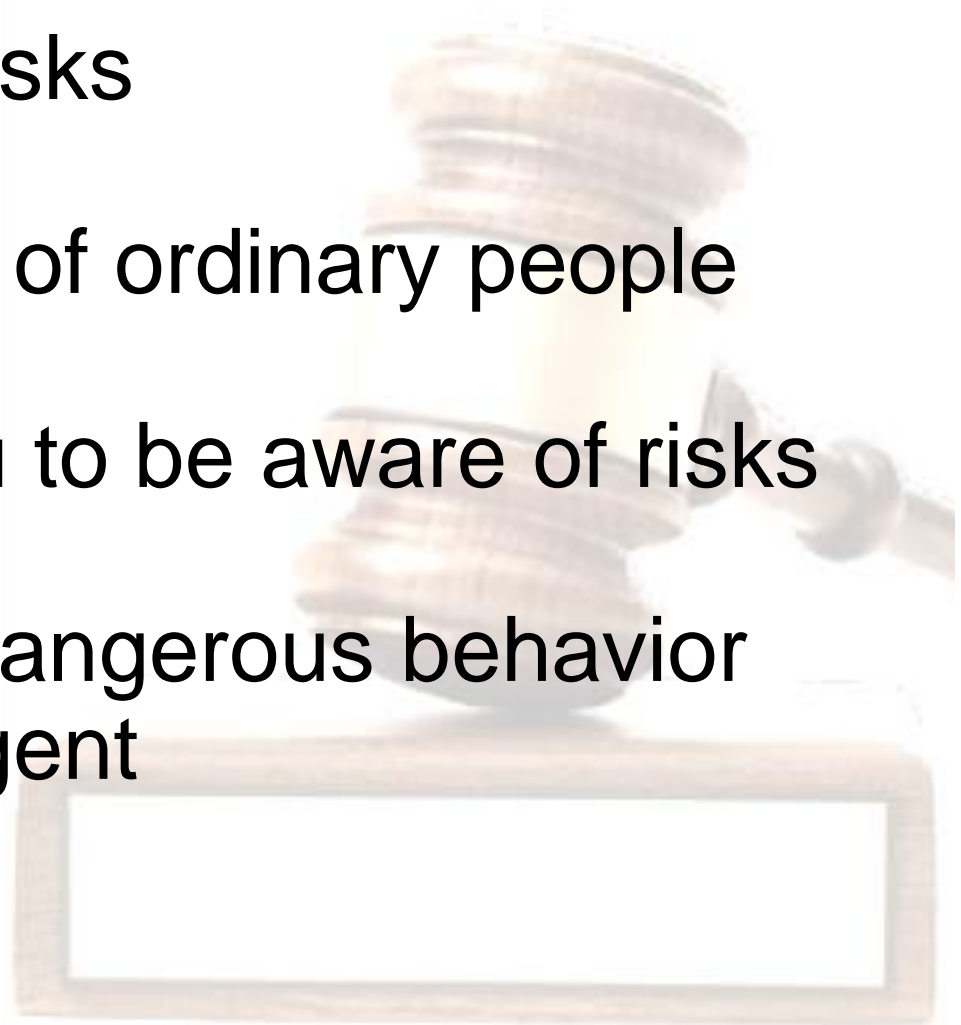




Big Awards in Court



- Public aware of risks
- Juries comprised of ordinary people
- Juries expect you to be aware of risks
- Failure to avoid dangerous behavior considered negligent



A photograph of a white bus on a road, partially obscured by a large orange diagonal overlay. The bus is white with a dark stripe and is parked on a paved road. In the background, there are rocky cliffs and some greenery. The orange overlay is a large, semi-transparent shape that covers the left and center of the image, creating a strong visual contrast with the white text.

**How do you avoid
distracted driving?**

// Strategies





Make a Pledge



Who loves me, who needs me:

My spouse

My child

My parents

With these people in mind, I pledge
to take steps to stop driving distracted.



My Commitment



I commit to this first step:

Use a phone app to

let others know

I am driving

Drowsy Driving





Drowsy Driving Facts



- Commercial drivers average **less than 7 hours** of sleep per night
- **55%** reported driving while sleepy or falling asleep at the wheel
- Fatigued driving results:
 - **33%** made serious driving errors
 - **8%** caused a collision





Effects of Drowsy Driving



- Cognitive impairment
- Delayed reaction times
- Memory lapses
- Difficulty staying in lane
- Impaired judgment



Similar to driving distracted or intoxicated!





Lack of Sleep Mimics BAC



0 hours



3 hours



6 hours

Amount of Sleep in a 24-hour Period



Drowsiness and Crash Risk



5 to 6 hours of sleep = **2x greater**

Less than 4 hours of sleep = **11x greater**

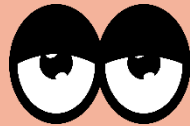
A decorative graphic consisting of a single diagonal line, orange in color, located in the bottom right corner of the slide.



Signs and Symptoms



Blinking or yawning



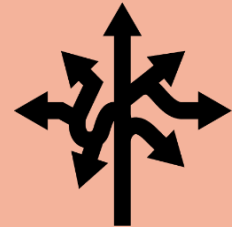
Feeling restless or irritable



Can't keep your head up



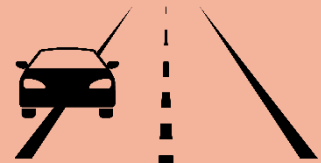
Missing exits or traffic signs



Unable to focus



Drifting or tailgating





In the Blink of an Eye



Let's Take a Poll

**What are some methods
you have used to stay
awake while driving?**

Only remedy for
lack of sleep?

// Remedy for Lack of Sleep?



SLEEP!





Risks and Consequences
Laws and Regulations
Safe Driving Strategies



A wide-angle, low-perspective shot of a large baseball stadium at night. The stadium is filled with spectators, and the field is brightly lit by powerful floodlights. The sky above is dark with some clouds. The text is overlaid in the center of the image.

***“Baseball is like driving,
it's the one who
gets home safely that counts.”***

**Tommy Lasorda
Baseball Legend**



Not Worth the Risk





Distracted Driving

No Texting Rule

Mobile Phone Restrictions

Related Links

- [News Release: U.S. Transportation Secretary Ray LaHood Kicks Off Second National...](#)
- [News Release: Teens to Join Roadway Safety Leaders and Families of Distracted D...](#)
- [U.S. Transportation Secretary Ray LaHood Announces...](#)

Distracted Driving



What You Need to Know

New texting and mobile phone restrictions for commercial motor vehicle (CMV) drivers

The FMCSA and the Pipeline and Hazardous Materials Safety Administration (PHMSA) have [published rules](#) specifically prohibiting interstate truck and bus drivers and drivers who transport placardable quantities of hazardous materials



TREDS

TRAINING, RESEARCH AND EDUCATION
FOR DRIVING SAFETY

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Distracted Driving

Education and resources to promote roadway safety

[READ MORE ▸](#)

// Up Next



- **Post-Survey**
- **TREDS Follow-Up Activities**
- **Questions**



// Post-Survey



Scan with QR Reader or Camera Function



bit.ly/DDF-post



A red semi-truck is driving on a two-lane road towards the viewer. The scene is set at sunset or sunrise, with a warm orange glow in the sky and on the truck. The background shows a desert landscape with mountains in the distance. A large, semi-transparent orange geometric shape, consisting of two overlapping triangles, is positioned over the truck and the road. The text "UC San Diego TREDs Follow-Up Activities" is written in white, bold, sans-serif font across the middle of the image, partially overlapping the orange shape and the truck.

UC San Diego TREDs Follow-Up Activities



What it is...



To reinforce distracted driving messages

- 8 videos - 60 seconds or less
- 1 Online survey - less than 3 minutes
- Voluntary participation
- Contact information is confidential
- Drawing to win prizes



// How it Works...



Step 1

- Driver provides phone or email to TREDs today

Step 2

- TREDs sends links to 8 videos and 1 survey

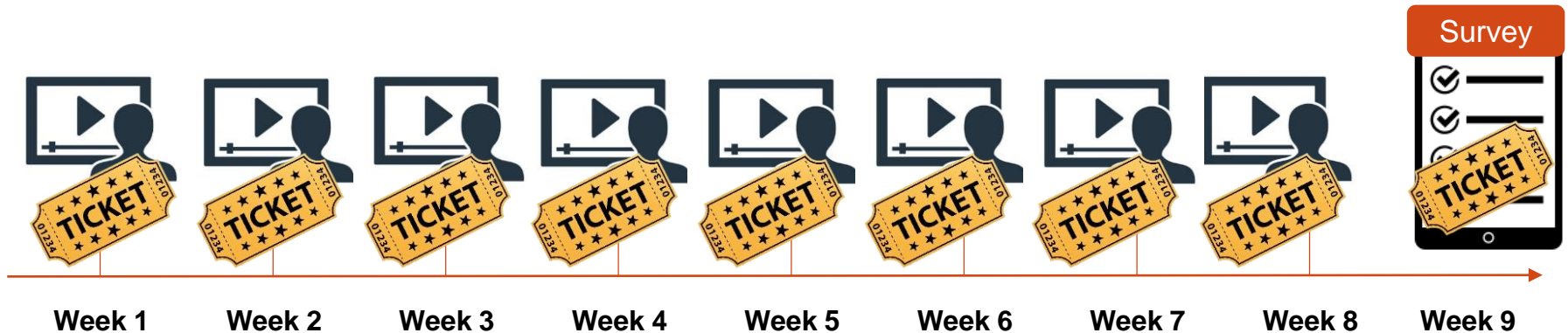
Step 3

- TREDs holds drawing for prizes and winners announced

A screenshot of a survey form displayed on a smartphone screen. The browser address bar shows 'surveymonkey.com'. The form contains two sections. The first section, labeled '* 1. Please select your preferred language to view the videos:', has two radio button options: 'English' and 'Spanish'. The second section, labeled '* 2. Please select the preferred method to receive messages and provide your information.', has two radio button options: 'Email Address' and 'Cell Phone Number'. Below these options, the text 'Click NEXT to continue.' is displayed. At the bottom of the form, there are two buttons: 'Prev' and 'Next'.



Earning Raffle Entries



Complete 9 activities = 1 **Bonus Entry**
10 Possible Entries



Prizes

\$250 VISA® Gift Card
\$150 VISA® Gift Card
\$100 VISA® Gift Card



TREDS RAFFLE SIGN-UP



Scan with QR Reader or Camera Function

bit.ly/DDF-Raffle



Provide TREDS with email or text number

A decorative graphic consisting of a single diagonal line, colored red, located in the bottom right corner of the slide.

Questions?